

## Peter Hazem Ghaly

<https://www.linkedin.com/in/peterhazem/>

[peterhazem@outlook](mailto:peterhazem@outlook)

+201021005200



### Professional Summary:

Customer service & profit-oriented hospitality management leader with 15 years of international experience, in revenue, recreation, ecommerce, sales, marketing, front office, reservations & distribution.

### Experience:

- Managing Director Assistant, Pawapi Resort. (2021- Present)
- Resort Manager, Pawapi Resort, **Thailand**. (2020-2021)
- E-Commerce cum Revenue & Distribution Manager, Pawapi Resort. (2019-2020)
- Recreation Manager, Planhotel Group, Zanzibar, **Tanzania**. (2018-2019)
- Events Manager - Food & Beverage, LUX\* South Ari Atoll, **Maldives**. (2018)
- Recreation Coordinator - Front Office, Lily Beach Resort & Spa, Maldives. (2017-2018)
- Fitness Trainer - Spa, Hyatt Regency Dubai, **UAE**. (2017)
- Sales Marketing Manager, AlZahraa Seafood Restaurants, Egypt. (2016)
- Kids Animator, Sunset Beach Resort, Al Khobar, **KSA**. (2014-2015)
- Sports Animator, Hilton Taba, & Hilton Dreams, **Egypt**. (2013)
- Tour Leader, Travel Ways, Egypt. (2009)
- Front Office Agent, Rixos, Egypt. (2008)
- Spa Attendant, Hyatt Regency, Egypt. (2007)

### Education:

- **Hospitality Management** – Cornell University. (2018)
- **Bachelor** of Tourism and Hotels Management - Helwan University. (2013)
- **American Diploma**, Manor House School, Egypt. (2006)

### Certificates:

- Hotel Revenue Management - Cornell University.
- Business Development – Project Management Institute.
- Services Marketing Planning & Management - Cornell University.
- Professional Conference and Event Management - American University in Cairo AUC.

- Financial Statements - Cornell University.
- E-commerce - LinkedIn.
- Brand Reputation - National Association of State Boards of Accountancy (NASBA)
- Salesforce for Sales Managers - Project Management Institute.
- Hotel Management - Oxford Home Study College.
- Pricing Strategy - LinkedIn.
- Foodservice Management - Cornell University.
- Marketing Consumer Behavior - LinkedIn.
- Key Account Management - LinkedIn.
- Building High-Performing Teams - Cornell University.

## Specialties & Skills:

### Hospitality Management:

- E-Commerce, Front Office, Recreation, Sales Management, Marketing Management, Reservations, Business Development, Finance, Budgeting, & Cost-control

### E-Commerce & Distribution:

- Digital Marketing, Search Engine Optimization (SEO), Online Marketing, Social Media Marketing, E-Commerce Strategy, Market Research, Cloud Management, Branding, Distribution, Online Reputation, Web Development, Data Analysis, Customer Relationship Management (CRM), Merchandising, New Business Development, Adobe Photoshop.

### Revenue Management:

- Analyzing, Forecasting, Pricing, & Yielding.

### Wellness & Recreation:

- Fitness Instructions, Events Management, Life Coaching, Yoga, Nutrition, Handwriting Analysis & Personal Training.

### Software & Computer Skills:

- Microsoft Office & G Suite.
- Google Slide, Photoshop, Adobe Suite, & PowerPoint.
- SEO: (Ahrefs, Google Analytics, SEMrush)
- PMS & POS: Micros Opera, OnQ, Pilot Kiosks, LittleHotelier, SiteMinder, Cloudbeds, IDEaS, SynXis, Delphi, EZ Yield, Tableau, BI Tools, & Travel Clicks.
- Comprehension of technical and managerial applications of Reservation, Sales, PMS and Revenue systems including but not limited to SMS, SynXis, Datavision (e.g. report creation), IDEaS and Delphi.

# Cornell University



This is to acknowledge that

**Peter Ghaly**

has completed the certificate program in

**Hospitality Management**

This Thirteenth Day of January, 2018  
through



*Harry C. Weisberg*

Executive Director of Online Learning  
School of Hotel Administration  
Cornell University



# Peter Ghaly

is hereby awarded this certificate of achievement for the successful  
completion of **The Fundamentals of Digital Marketing** certification exam  
on 14/10/2021

A handwritten signature in black ink, appearing to read "Matt Britz".

President – Google EMEA



A handwritten signature in black ink, appearing to read "Townsend Pamela Fiehan".

CEO – IAB Europe





THE AMERICAN  
UNIVERSITY IN CAIRO

SCHOOL OF  
**CONTINUING  
EDUCATION**

**Career Development Department**


*certifies that*

**Peter Hazem George**

*has successfully completed the requirements for*

**Professional Conference and Event Management**

**March 2016**

  
Deena Boraie  
Dean



  
Alia Shoeib  
Associate Dean for Instructional Affairs

A00172156



**LinkedIn** LEARNING

Certificate of Completion  
Congratulations, Peter Ghaly

## Google Universal Analytics Essential Training (2020)

Course completed on Oct 11, 2021 at 02:56PM UTC • 2 hours 39 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085

Certificate Id: Acy6\_ozhUCr1fv7U--J919xk168z



LinkedIn LEARNING

## Certificate of Completion

Congratulations, Peter Ghaly

### Oracle: Customer Service Suite

Course completed on Oct 11, 2021 at 09:29AM UTC

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, reading "Dan Bolante".

Head of Content Strategy, Learning

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085



The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: Afi0MeNstxAo2DNwtl6K2zI027EX

PDUs/ContactHours: 1.25 | Activity #: 4101CT4ZF9



# Peter Ghaly

is awarded this certificate of achievement for the successful completion of the

## Semrush SEO Toolkit Exam

Certificate expires **Oct 12, 2022**



Certificate of completion #42adb829fe3dd59  
Certification exam ID-6164e9a28b42d22fa3488332



# Peter Ghaly

is awarded this certificate of achievement for the successful completion of the

## Competitive Analysis and Keyword Research Test

Certificate expires **Oct 12, 2022**



Certificate of completion #6bfe38214cbf4ed  
Certification exam ID-8184ee5aaabecd2f98f07be3

# Peter Ghaly

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is awarded this certificate of achievement for the successful completion of the

## Local SEO Exam

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Certificate expires **Oct 12, 2022**



Certificate of completion #014f99235fb288e  
Certification exam ID-6164117d710aac20ea3a7e82

# Peter Ghaly

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is awarded this certificate of achievement for the successful completion of the

## Content Marketing and SEO Fundamentals Exam

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Certificate expires **Oct 3, 2022**



Certificate of completion #29ffcb9a0e8a70b  
Certification exam ID-61597f2333f47c19ee28420f



**LinkedIn** LEARNING

## Certificate of Completion

Congratulations, Peter Ghaly

### Ecommerce Fundamentals

Course completed on Sep 16, 2021 at 12:06PM UTC • 1 hour 22 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolante".

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Certificate Id: AYyuWmWOW7lwXohtpoxK3\_bXzkH



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## Certificate of Completion

Congratulations, Peter Ghaly

### Pricing Strategy: Value-Based Pricing

Course completed on Sep 17, 2021 at 08:38PM UTC • 47 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolintz".

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Certificate Id: Aax-LeCwPonCNLmnU-X6TioPOyt6





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## Certificate of Completion

Congratulations, Peter Ghaly

### Business Development Foundations

Course completed on Sep 14, 2021 at 11:16AM UTC

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "David Bolintz".

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Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: ARuexID3y4-RCZYGkVEVwQfwYAt6

PDUs/ContactHours: 0.75 | Activity #: 41018KGFU0



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## Certificate of Completion

Congratulations, Peter Ghaly

### Business Ethics

Course completed on Sep 18, 2021 at 07:29AM UTC

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Sunnyvale, CA 94085



Instructional Delivery Method: QAS Self Study

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour. LinkedIn is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

Field of Study: Behavioral Ethics

Program: National Association of State Boards of Accountancy (NASBA) | Registry ID: #140940

Certificate No: AR2qlblnxBJ0n1xgk-bqWls9yO7X

Continuing Professional Education Credit (CPE): 1.60



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Certificate of Completion  
Congratulations, Peter Ghaly

## Business Etiquette: Meetings, Meals, and Networking Events

Course completed on Sep 18, 2021 at 12:15PM UTC

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Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: Ae8oM0hljH3X14SfC8RX0wQD1Wvf

PDUs/ContactHours: 0.50 | Activity #: 41011OLCWl



LinkedIn LEARNING

## Certificate of Completion

Congratulations, Peter Ghaly

### Key Account Management

Course completed on Sep 23, 2021 at 07:54AM UTC • 45 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, reading "Dan Bolintz".

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Certificate Id: AVd6MReQwkLUgK\_zS5dBiL6D\_SMw



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## Certificate of Completion

Congratulations, Peter Ghaly

### Managing Brand Reputation

Course completed on Sep 19, 2021 at 10:55AM UTC

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Instructional Delivery Method: QAS Self Study

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Field of Study: Communications and Marketing

Program: National Association of State Boards of Accountancy (NASBA) | Registry ID: #140940

Certificate No: ASHKutnYloKudGi3Nh3mQbbOBQA3

Continuing Professional Education Credit (CPE): 0.50





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## Certificate of Completion

Congratulations, Peter Ghaly

### Marketing Foundations: Consumer Behavior

Course completed on Sep 14, 2021 at 10:50PM UTC • 41 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolintz".

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Certificate Id: AWIDjLuat9\_tEJxtkHQiw33x5TGh



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## Certificate of Completion

Congratulations, Peter Ghaly

### Salesforce for Sales Managers

Course completed on Sep 18, 2021 at 11:16AM UTC

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolante".

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Sunnyvale, CA 94085



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Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: AZeHt9uFMStVDm4-jBQKUCmQYmYV

PDUs/ContactHours: 0.75 | Activity #: 4101LY2BAR



## Confirmation of Course Completion

**Date:** 27th August 2021

**Course Start Date:** 15th June 2018

**Course Completion Date:** 27th August 2021

**To whom it may concern,**

This letter serves to confirm that:

**Peter Ghaly**

has successfully completed all required elements (learning outcomes, assignments and projects) of the following online course:

**Hotel Management (Short Course)**

The candidate was assessed through a series of written assignments/projects in English.

If you have any further questions, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink that reads 'Irfan Raja'.

Dr. Irfan Raja  
Director - Learning



eCornell  
950 Danby Road, Suite 150  
Ithaca, NY, 14850  
info@ecornell.com

22/May/2021

## Confirmation of Completion

**Student:** Peter Ghaly

**Course:** SHA531 - 20171011\_02 Introduction to Hotel Revenue Management

**Instruction Method:** Online

**Duration:** 11/Oct/2017 to 24/Oct/2017

**Total Hours:** 6.00 hours

**Status:** Complete    Pass

The results above are confirmed for the individual and concluded course(s) as indicated.



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950 Danby Road, Suite 150  
Ithaca, NY, 14850  
info@ecornell.com

22/May/2021

## Confirmation of Completion

**Student:** Peter Ghaly

**Course:** HAME502 - 20171213\_02 Building High-Performing Teams

**Instruction Method:** Online

**Duration:** 13/Dec/2017 to 26/Dec/2017

**Total Hours:** 6.00 hours

**Status:** Complete    Pass

The results above are confirmed for the individual and concluded course(s) as indicated.





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22/May/2021

## Confirmation of Completion

<b>Student:</b>	Peter Ghaly
<b>Course:</b>	SHA505 - 20180103_01 Meeting the Challenges of Foodservice Management
<b>Instruction Method:</b>	Online
<b>Duration:</b>	03/Jan/2018 to 16/Jan/2018
<b>Total Hours:</b>	6.00 hours
<b>Status:</b>	Complete    Pass

The results above are confirmed for the individual and concluded course(s) as indicated.



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22/May/2021

## Confirmation of Completion

**Student:** Peter Ghaly

**Course:** SHA521 - 20170913\_01 Services Marketing Planning and Management

**Instruction Method:** Online

**Duration:** 13/Sep/2017 to 26/Sep/2017

**Total Hours:** 6.00 hours

**Status:** Complete    Pass

The results above are confirmed for the individual and concluded course(s) as indicated.



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22/May/2021

## Confirmation of Completion

**Student:** Peter Ghaly

**Course:** HAME513 - 20171108\_03 Understanding Financial Statements

**Instruction Method:** Online

**Duration:** 08/Nov/2017 to 21/Nov/2017

**Total Hours:** 6.00 hours

**Status:** Complete    Pass

The results above are confirmed for the individual and concluded course(s) as indicated.



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## Certificate of Completion

Congratulations, Peter Ghaly

### Financial Accounting Foundations

Course completed on Oct 07, 2021 at 02:49AM UTC • 1 hour 49 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolante".

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Certificate Id: Ab7PKCQ-VnuDBaB-uR\_ylo5TmHlw



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Certificate of Completion  
Congratulations, Peter Ghaly

## Tableau for Data Scientists

Course completed on Oct 08, 2021 at 10:29AM UTC • 5 hours 55 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Bolante".

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Sunnyvale, CA 94085

Certificate Id: ATv4WbGHQGM2Pq-MpRaShqkT7liN





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Certificate of Completion  
Congratulations, Peter Ghaly

## Sales Channel Management

Course completed on Oct 08, 2021 at 11:43AM UTC • 1 hour 11 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Certificate Id: AWY76yfQ8ER1LxILHci909i0C5nQ



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## Certificate of Completion

Congratulations, Peter Ghaly

### Accounting for Managers

Course completed on Oct 02, 2021 at 12:36PM UTC

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Instructional Delivery Method: QAS Self Study

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Field of Study: Accounting

Program: National Association of State Boards of Accountancy (NASBA) | Registry ID: #140940

Certificate No: AXJ8GV2crrS6I7A833vDFJel8G0u

Continuing Professional Education Credit (CPE): 1.00



LinkedIn LEARNING

Certificate of Completion  
Congratulations, Peter Ghaly

## Business Analytics: Forecasting with Exponential Smoothing

Course completed on Oct 09, 2021 at 05:27AM UTC • 1 hour 5 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Bolintz".

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Certificate Id: AXTW0rPKz8g2XTRttM1uFFPVMcWm



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## Certificate of Completion

Congratulations, Peter Ghaly

### Financial Analysis: Making Business Projections

Course completed on Oct 09, 2021 at 03:39AM UTC

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: AX\_Inoj9vwVWQKpowVQSm0tw\_Chn

PDUs/ContactHours: 1.25 | Activity #: 4101B2ANYZ



**LinkedIn** LEARNING

## Certificate of Completion

Congratulations, Peter Ghaly

### Social Media Marketing: Social CRM

Course completed on Oct 11, 2021 at 11:40AM UTC • 58 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "Dan Boland".

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Certificate Id: ASD6f0lQ6w07T8Mn-flbzQeo5G5s



**LinkedIn** LEARNING

Certificate of Completion  
Congratulations, Peter Ghaly

## Data, Economic Modeling, and Forecasting with Stata

Course completed on Oct 11, 2021 at 12:36PM UTC • 49 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, reading "Dan Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning  
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Sunnyvale, CA 94085

Certificate Id: AWLFVslIM0i4E4teL4P-fxHzsfNk